

This Listing of Claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS

1. (Currently Amended) A system, comprising:

a first unit configured to generate an interactive three-dimensional (3-D) electronic programming guide (EPG), the 3-D EPG including a presentation of a virtual world having programming information and a layout; and

a database including a plurality of 3-D EPG worlds, each 3-D EPG world includes a virtual world layout that provides the layout of the presented virtual world and each 3-D EPG world is assignable to the 3-D EPG;

wherein the first unit is further configured to:

~~determine an assignment to the 3-D EPG or assign a 3-D EPG world of the plurality of 3-D EPG worlds to one or more channels of the 3-D EPG, resulting in an assignment of the 3-D EPG world to the one or more channels,~~ wherein the assignment is customizable,

receive a selection of a channel of the 3-D EPG,

in response to receiving the selection of the channel, select the 3-D EPG world based on the channel and the assignment, and

in response to selecting the 3-D EPG world, modify the layout of the presented virtual world based on the virtual world layout of the 3-D EPG world.

2. (Previously Presented) The system of Claim 1 wherein the system comprises at least one of a set-top box, a television, and a VCR.

3. (Original) The system of Claim 1 wherein the system includes a plurality of drivers, one of the drivers communicating with a separate unit to replenish programming information.

4. (Canceled)

5. (Previously Presented) The system of Claim 1 wherein the database further includes at least one of a program event, program schedule time, program channel identification, and program title.

6-7. (Canceled)

8. (Previously Presented) The system according to Claim 1 wherein the assignment is determined based on a user selection.

9. (Previously Presented) The system of Claim 1 wherein the virtual world layout of the 3-D EPG world is a matrix of rectangular boxes.

10. (Canceled).

11. (Canceled)

12. (Currently Amended) A computer-implemented method, comprising:
generating an interactive three-dimensional (3-D) electronic programming guide (EPG), the 3-D EPG including a presentation of a 3-D virtual world having programming information and a layout;

providing a database including a plurality of 3-D EPG worlds, each 3-D EPG world includes a virtual world layout that provides the layout of the presented 3-D virtual world and each 3-D EPG world is assignable to the 3-D EPG;

~~determining an assignment to the 3-D EPG of assigning a 3-D EPG world of the plurality of 3-D EPG worlds to one or more channels of the 3-D EPG, resulting in an assignment of the 3-D EPG world to the one or more channels, wherein the assignment is customizable;~~

receiving a selection of a channel of the 3-D EPG,

~~select-~~in response to receiving the selection of the channel, selecting the 3-D EPG world based on the assignment; and

in response to selecting the 3-D EPG world, modifying the layout of the presented 3-D virtual world based on the virtual world layout of the 3-D EPG world.

13. (Previously Presented) The computer-implemented method of Claim 12 wherein the database further includes a plurality of objects associated with current programming events.

14. (Previously Presented) The computer-implemented method of Claim 13 wherein the database resides in at least one of a set-top box, a television system, and a VCR.

15. (Canceled).

16. (Previously Presented) The computer-implemented method of Claim 12 wherein the database further includes at least one of a program event, program schedule time, program channel identification, and program title.

17-18. (Canceled).

19. (Previously Presented) The computer-implemented method of Claim 12 wherein the assignment is determined based on a user selection.

20. (Previously Presented) The computer-implemented method of Claim 12 wherein the layout of the 3-D EPG world is a matrix of rectangular boxes.

21. (Canceled).

22. (Canceled).

23. (Currently Amended) A non-transitory machine-readable storage medium tangibly embodying a sequence of instructions executable by the machine to perform a method for enabling a three-dimensional (3-D) electronic programming guide (EPG), the method comprising:

generating an interactive 3-D electronic programming guide (EPG), the 3-D EPG including a presentation of a 3-D virtual world having programming information and a layout;

providing a database including a plurality of 3-D EPG worlds, each 3-D EPG world includes a virtual world layout that provides for the layout of the presented 3-D virtual world and each 3-D EPG world is assignable to the 3-D EPG;

~~determining an assignment to the 3-D EPG of assigning a 3-D EPG world of the plurality of 3-D EPG worlds to one or more channels of the 3-D EPG, resulting in an assignment of the 3-D EPG world to the one or more channels, wherein the assignment is customizable; receiving a selection of a channel of the 3-D EPG;~~
~~in response to receiving the selection of the channel, selecting the 3-D EPG world based on the assignment; and~~
~~in response to selecting the 3-D EPG world, modifying the layout of the presented 3-D virtual world based on the virtual world layout of the 3-D EPG world.~~

24. (Currently Amended) The non-transitory machine-readable storage medium of Claim 23 wherein the EPG is stored in at least one of a set-top box, a television, and a VCR.

25. (Currently Amended) The non-transitory machine-readable storage medium of Claim 24 further including instructions to provide a plurality of drivers, one of the drivers communicating with a separate unit to replenish programming information.

26. (Canceled).

27. (Currently Amended) The non-transitory machine-readable storage medium of Claim 23 wherein the database further includes at least one of a program event, program schedule time, program channel identification, and program title.

28. (Canceled).

29. (Canceled).

30. (Currently Amended) The non-transitory machine-readable storage medium of Claim 23 wherein the virtual world layout of the 3-D EPG world is a matrix of rectangular boxes.

31. (Currently Amended) The non-transitory machine-readable storage medium of Claim 23 wherein the assignment is determined based on a user selection.

32. (Canceled).

33. (Canceled).

34. (Canceled).

35. (Previously Presented) The system of Claim 1 wherein the assignment of the 3-D EPG world is determined on the basis of a user's age.

36. (Previously Presented) The system of Claim 1 wherein the assignment of the 3-D EPG world is determined on the basis of a user's preferences.

37. (Previously Presented) The system of Claim 1 wherein the assignment of the 3-D EPG world is determined based on a programmer selection.

38. (Previously Presented) The computer-implemented method of Claim 12 wherein the assignment of the 3-D EPG world is determined on the basis of a user's age.

39. (Previously Presented) The computer-implemented method of Claim 12 wherein the assignment of the 3-D EPG world is determined on the basis of a user's preferences.

40. (Previously Presented) The computer-implemented method of Claim 12 wherein the assignment of the 3-D EPG world is determined based on a programmer selection.

41. (Previously Presented) The system of Claim 1 wherein the layout of the presented virtual world is comprised of environmental portions that do not include programming information.

42. (Previously Presented) The system of claim 1 wherein the plurality of 3-D EPG worlds includes a first world, having a first layout, and a second world, having a second layout that is different from the first layout.

43. (Previously Presented) The system of Claim 1 wherein the database further includes localized interactive content, and the first unit is configured to generate the 3-D EPG based on localized interactive content.

44. (Previously Presented) The system of claim 43 further including a user interface configured to allow a user to interact with the localized interactive content.

45. (Previously Presented) The system of claim 43 wherein the database is configured to store localized interactive content in real-time.

46. (Previously Presented) The system of claim 1 wherein the database further includes electronic commerce objects, and the first unit is configured to generate the 3-D EPG based on electronic commerce objects.

47. (Previously Presented) The computer-implemented method of claim 12 wherein the step of providing the database further includes providing localized interactive content, and generating the 3-D EPG based on the localized interactive content.

48. (Currently Amended) The non-transitory machine-readable storage medium of claim 23 wherein the step of providing the database further includes providing localized interactive content, and generating the 3-D EPG based on the localized interactive content.

49. (Previously Presented) The system of claim 36, wherein the user's preferences include at least one of an age category and an interest of the user.

50. (Currently Amended) The system of claim 1, wherein ~~selecting the 3-D EPG world based on the assignment is the selection of the channel is received~~ in response to an interaction with the 3-D EPG.

51. (Currently Amended) The system of claim 1, wherein ~~determining the assignment includes the first unit is further configured to:~~

~~displaying~~display information ~~related to~~representing one or more candidate 3-D EPG worlds to a user, the 3-D EPG world being one of the candidate 3-D EPG worlds, wherein the candidate 3-D EPG worlds are candidates for assigning to one or more particular channels of the 3-D EPG, and

~~receiving~~receive information that represents a selection of the 3-D EPG world from the one or more candidate 3-D EPG worlds by the user,

wherein assigning the 3-D EPG world includes assigning 3-D EPG world to the one or more particular channels of the 3-D EPG in response to receiving the information that represents the selection of the 3-D EPG world.

52. (Currently Amended) The system of claim 1, further comprising:

~~determining~~assigning, for a second time, ~~the assignment to the 3-D EPG of~~ the 3-D EPG world to one or more different channels of the 3-D EPG, wherein the assignment is modified.